

ORDER



Orders	Order / Rev:	703225 - 4	
	Alt Order #:	06257012	WTSP-TV
	Product Desc:	OBAMA FOR AMERICA	<hr/>
	Estimate:	1523 A	Aaron Ashe
	Flight Dates:	08/14/12 - 09/03/12	<hr/>
	Original Date / Rev:	07/27/12 / 08/21/12	Sales Office:
	Order Type:	Political	<hr/> T-WAS
			Sales Region:
			<hr/> NAT

Agency	Name:	Greer Margolis Mitchell/ Pol	
	Buying Contact:	K Keuleman	Billing Type:
	Billing Contact:	3050 K St NW	Billing Calendar:
		Washington, DC 20007	Billing Cycle:
			Agency Commission:

Advertiser	Name:	Obama/D/President	
Demographic:	A35+	New Business Thru:	
Product Codes:	PL-Presidential	Order Separation:	00:15:00
Priority:	P-2	Advertiser External ID:	
Revenue Codes:	AGY, GEN, POL	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/26/12	75	\$97,940.00	\$83,249.00	August 2012	75	\$97,940.00	\$83,249.00	0.00
08/27/12	09/03/12	50	\$72,720.00	\$61,812.00	September 2012	50	\$72,720.00	\$61,812.00	0.00
					Totals	125	\$170,660.00	\$145,061.00	0.00

Totals

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Aaron Ashe Start Of Order - End Of Order 100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/14/12	09/03/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	:30	2	\$2,000.00	P-3	0.00	NM	6	\$12,000.00
10 NEWS-11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/14/12	08/20/12	MTWTF--		2	\$2,000.00	0.00							
		Week: 08/21/12	08/27/12	MTWTF--		2	\$2,000.00	0.00							
		Week: 08/28/12	09/03/12	MTWTF--		2	\$2,000.00	0.00							
2	WTSP	08/14/12	09/03/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	6	\$7,200.00
THE PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/14/12	08/20/12	MTWTF--		2	\$1,200.00	0.00							
		Week: 08/21/12	08/27/12	MTWTF--		2	\$1,200.00	0.00							
		Week: 08/28/12	09/03/12	MTWTF--		2	\$1,200.00	0.00							
3	WTSP	08/14/12	09/03/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWTF--	:30	3	\$1,100.00	P-2	0.00	NM	9	\$9,900.00
10 NEWS-NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/14/12	08/20/12	MTWTF--		3	\$1,100.00	0.00							
		Week: 08/21/12	08/27/12	MTWTF--		3	\$1,100.00	0.00							
		Week: 08/28/12	09/03/12	MTWTF--		3	\$1,100.00	0.00							
4	WTSP	08/14/12	09/03/12	M-F 4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	12	\$9,600.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

Order / Rev: 703225 - 4
Alt Order #: 06257012
Flight Dates: 08/14/12 - 09/03/12

Advertiser: Obama/D/President
Product Desc: OBAMA FOR AMERICA WTSP-TV
Estimate: 1523 A

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WTSP	08/14/12	09/03/12	M-F 4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	12	\$9,600.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 4 \$800.00 0.00															
Week: 08/21/12 08/27/12 MTWTF-- 4 \$800.00 0.00															
Week: 08/28/12 09/03/12 MTWTF-- 4 \$800.00 0.00															
5	WTSP	08/14/12	09/03/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MTWTF--	:30	1	\$800.00	P-2	0.00	NM	3	\$2,400.00
10 NEWS-5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 1 \$800.00 0.00															
Week: 08/21/12 08/27/12 MTWTF-- 1 \$800.00 0.00															
Week: 08/28/12 09/03/12 MTWTF-- 1 \$800.00 0.00															
6	WTSP	08/14/12	09/03/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWTF--	:30	1	\$800.00	P-2	0.00	NM	3	\$2,400.00
10 NEWS-530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 1 \$800.00 0.00															
Week: 08/21/12 08/27/12 MTWTF-- 1 \$800.00 0.00															
Week: 08/28/12 09/03/12 MTWTF-- 1 \$800.00 0.00															
7	WTSP	08/14/12	09/03/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	6	\$2,400.00
10 NEWS-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 2 \$400.00 0.00															
Week: 08/21/12 08/27/12 MTWTF-- 2 \$400.00 0.00															
Week: 08/28/12 09/03/12 MTWTF-- 2 \$400.00 0.00															
8	WTSP	08/14/12	09/03/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	6	\$2,400.00
10 NEWS-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 2 \$400.00 0.00															
Week: 08/21/12 08/27/12 MTWTF-- 2 \$400.00 0.00															
Week: 08/28/12 09/03/12 MTWTF-- 2 \$400.00 0.00															
9	WTSP	08/14/12	09/03/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	13	\$5,200.00
COMMENTS APPLY TO SUB LINES A THRU B															
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 4 \$400.00 0.00															
Week: 08/21/12 08/27/12 MTWTF-- 4 \$400.00 0.00															
Week: 08/28/12 09/03/12 MTWTF-- 5 \$400.00 0.00															
10	WTSP	08/14/12	09/03/12	730-8p 730-8p	CM	730-8p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 2 \$1,200.00 0.00															
Week: 08/21/12 08/27/12 MTWTF-- 2 \$1,200.00 0.00															
Week: 08/28/12 09/03/12 MTWTF-- 5 \$1,200.00 0.00															
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>								
2 WTSP 08/14/12-08/20/12 730-8p Credited															
Week: 08/21/12 08/27/12 MTWTF-- 2 \$1,200.00 0.00															
3 WTSP 08/21/12-08/27/12 730-8p Credited															
4 WTSP 08/21/12-08/27/12 730-8p Credited															
Week: 08/28/12 09/03/12 MTWTF-- 2 \$1,200.00 0.00															
11	WTSP	08/14/12	09/03/12	M-F 930-10a M-F 930-10a	CM	930-10a	MTWTF--	:30	5	\$280.00	P-2	0.00	NM	15	\$4,200.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
26	WTSP	08/17/12	08/24/12	Bucs Pre-Game Bucs Pre-Game	CM	Bucs Pre-Game	----F--	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	----F--		1	\$1,000.00		0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WTSP	08/13/12-08/19/12	Bucs Pre-Game		Bucs Pre-Game			----F--	:30	(\$1,000.00)	0.00	NM		
		<u>Credited</u>													
		[mg line 34]													
		Week: 08/20/12	08/26/12	----F--		1	\$1,000.00	0.00							
27	WTSP	08/29/12	08/29/12	Bucs Pre-Game Bucs Pre-Game	CM	Bucs Pre-Game	--W----	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	--W----		1	\$1,000.00	0.00							
28	WTSP	08/20/12	08/27/12	7-730p Inside Edition	CM	7-730p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	M-----		1	\$1,200.00	0.00							
		Week: 08/27/12	09/02/12	M-----		1	\$1,200.00	0.00							
29	WTSP	08/21/12	08/24/12	7-730p Inside Edition	CM	7-730p	-TWTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-TWTF--		1	\$1,200.00	0.00							
30	WTSP	08/17/12	08/17/12	Bucs Primetime Game	CM	730-1030p	----F--	:30	1	\$4,000.00	P-4	0.00	NM	0	\$0.00
				Bucs Primetime Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	----F--		1	\$4,000.00	0.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WTSP	08/13/12-08/19/12	Bucs Primetime Game		730-1030p	----F--	:30	(\$4,000.00)	0.00	NM				
		<u>Credited</u>													
		[mg line 33]													
31	WTSP	09/01/12	09/01/12	10 News Special 10 News Special	CM	10 News Special	----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	----S-		1	\$700.00	0.00							
32	WTSP	08/17/12	08/17/12	Fri Prime C Blue Bloods	CM	Fri 10-11p	----F--	:30	1	\$0.00	UND	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	----F--		1	\$0.00	0.00							
33	WTSP	08/17/12	08/17/12	Bucs Overnight Game	CM	Overnight	----F--	:30	3	\$4,000.00	P-4	0.00	NM	3	\$12,000.00
				Bucs Overnight Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	----F--		3	\$4,000.00	0.00							
34	WTSP	08/18/12	08/18/12	Bucs Weekend Game	CM	Weekend Game	----S-	:30	3	\$0.00	PKG	0.00	NM	3	\$0.00
				Bucs Weekend Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	----S-		3	\$0.00	0.00							
35	WTSP	08/17/12	08/17/12	730-8p Millionaire	CM	730-8p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	----F--		1	\$1,000.00	0.00							
N36	WTSP	08/27/12	08/27/12	Mon Prime B 2 Broke Girls/Mike & Molly	CM	Mon 9-10p	M-----	:30	1	\$5,500.00	P-3	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	M-----		1	\$5,500.00	0.00							
N37	WTSP	08/27/12	08/27/12	Mon Prime C Hawaii Five-0	CM	Mon 10-11p	M-----	:30	1	\$5,500.00	P-3	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	M-----		1	\$5,500.00	0.00							

Totals 125 \$170,660.00